



LAWSONIA

A COMMUNITY
OF SUMMER HOMES
WITHIN A GREAT
COUNTRY ESTATE



FORMERLY THE PRIVATE ESTATE
OF THE LATE VICTOR F. LAWSON
GREEN LAKE, WISCONSIN

F O R E W O R D



IT will be the effort of this brochure to give you an adequate conception of Lawsonia . . . one of the world's most beautiful country estates.

In reading it you are asked to remember that Lawsonia is not a project but a thing completed . . . a life-work in itself. Created by a man of wealth and culture, without the thought of ultimate profit and solely to satisfy his inherent love of beauty, its every acre is eloquent testimony to its 35 years of development.

“Development,” a term all too frequently misused, is in its true sense the keynote of Lawsonia. For here is a property in the full flower of its beauty . . . complete in every detail . . . incapable of further improvement. It is beyond the powers of the wealthiest individual or group of individuals to duplicate, for the mellowing influence of Time is something that cannot be bought.





The Late Victor F. Lawson

FEW MEN ever built so solidly and so well as this great, public-spirited Chicagoan. The Chicago Daily News, which he founded and directed for almost half a century, stands as one of the world's most enduring achievements for the public good.

Lawsonia, his former country estate at Green Lake, Wisconsin, received from him equal care and attention for a period of 35 years. These many years of solid building have given it characteristics of Old World permanence and beauty rare in America.



LAWSONIA

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A GREAT COUNTRY ESTATE



IT IS UNUSUAL for great American country estates to be made available for the ownership of others. For generations they exist as single entities . . . their charm enjoyed by one family. Now, due to exceptional circumstances, one of the greatest of these country places will become the property of a group of selected families.

Its vistas, wild life, magnificent improvements and exclusive charm will form the background for a group of associated country homes . . . a rare opportunity for those who have long dreamed of such sites but who have been unable to find them.

Lawsonia, at Green Lake, Wisconsin, ranks with the largest and most beautifully-developed country estates in this country or abroad. Hill and dale reveal ever-winding roads, flanked with natural but well-groomed growths.

Hundreds of acres of the nation's finest countryside show the touch of a great nature lover, who developed and enriched its possibilities for 35 years.

Quaint stone walls, sweeping lawns, velvety golf courses, tennis courts, deep woods, myriads of birds and flowers, yachting, swimming and the

far-famed game fishing of Wisconsin give but a hint of the glories of this tranquil spot.

For Victor F. Lawson, late owner of The Chicago Daily News, put into Lawsonia the same great sweep of accomplishment . . . the same magnificent development of an environment . . . that he used in the development of men and motives in his newspaper property.

Mr. Lawson virtually combed Wisconsin for the site of Lawsonia. He chose a high, rolling, heavily-wooded spot on the shores of picturesque Green Lake, swept by cooling breezes and affording alluring vistas in all directions. On its 1,080 acres he lavished years of effort and no small part of his fortune.

To assure the perpetuation of Lawsonia as an exclusive beauty spot, there has been perfected a plan of organization and maintenance which throws it open to a number of chosen families at comparatively moderate prices. Estates will be available at prices no higher than the cost of buying and developing unimproved property in less advantageous locations.

Details of this plan are outlined on a later page. But first some glimpses of Lawsonia itself will give you a better comprehension of its charm.





Aerial View of Yacht Harbor

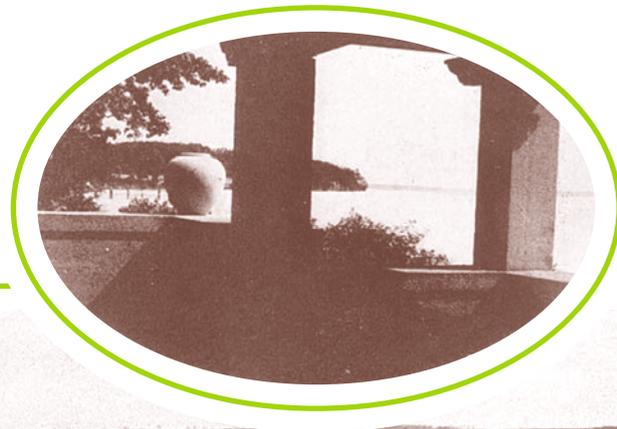
GREEN LAKE, so named because of its emerald-hued waters, is seven and one-half miles long and two miles wide. Thus the finest of boating and yachting may be enjoyed. Lawsonia's yacht harbor can easily accommodate 100 craft, while its commodious boat-house will serve as a club for yachtsman and provide every facility for boat repairs. Green Lake is plentifully stocked with Great Northern pike, black bass, rock bass, bluegills, whitefish and other finny fighters.



The Boat House

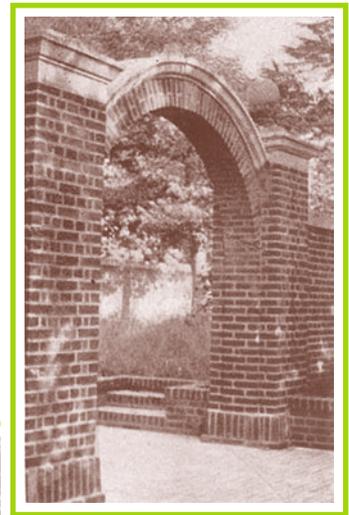


THREE-QUARTERS of Lawsonia's home-sites overlook Green Lake, and all have been laid out to afford a pleasing vista. Wonderful views of the surrounding country may also be obtained from the five observation towers which have been a part of Lawsonia's development. The loftiest of these measures 113 feet and stands on the highest point in the property, which is 160 feet above the level of the lake. From this 273-foot vantage point, reached without effort by an elevator, may be seen eight counties and several lakes.





ENTRANCE TO LAWSONIA is through massive gateways, maintaining permanently the previous private character of the estate. Admission will at all times be only by card, making it impossible for any but residents and their friends to use Lawsonia's roads, golf courses, bathing beaches and other facilities. The entire property is guarded by strong, high fence.





Above: An inland road

Below: The shore road

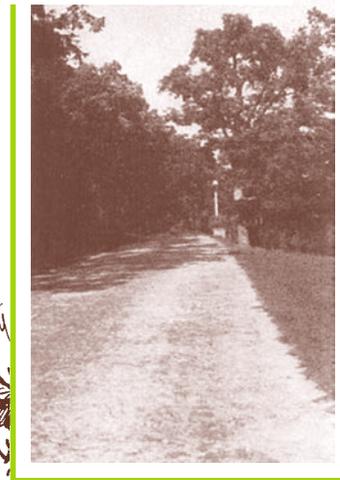
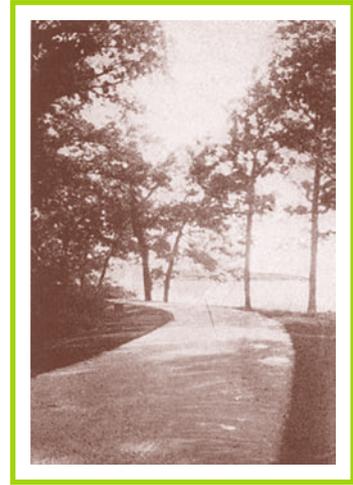




MILES OF WINDING ROADS

MR. LAWSON'S years of estate building have given Lawsonia a magnificent system of roads. Of tar and macadam, 18" thick, they wind for miles through the well-groomed, park-like estate, affording never-ending delight. Fourteen miles of these dustless roads are now in use, and a glance at the aerial view in the center of this brochure will show how fascinatingly they have been laid out.

Perhaps the most beautiful of Lawsonia's roads is its shore road, which closely follows the curving shore of Green Lake. Miles of quaint stone and boulder walls add to the charm of this and other roads, imparting a touch of permanency which makes Lawsonia comparable to the venerable estates of Old England.



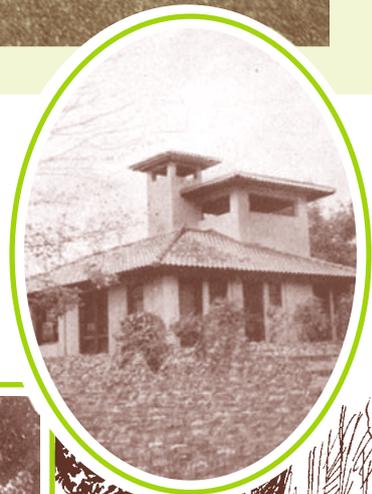


LAWSONIA will possess a bridle path twelve and one-half miles long, leading past the golf course, through woods, meadows and ravines. Three-quarters of Lawsonia is heavily wooded with elm, maple, birch, walnut, hickory and poplar of native growth, as well as with importations of white pine, cedar, spruce and balsam. Estates have been laid out with the timber standing, which may be cut or transplanted by the owner only under the supervision of the Landscape Department.





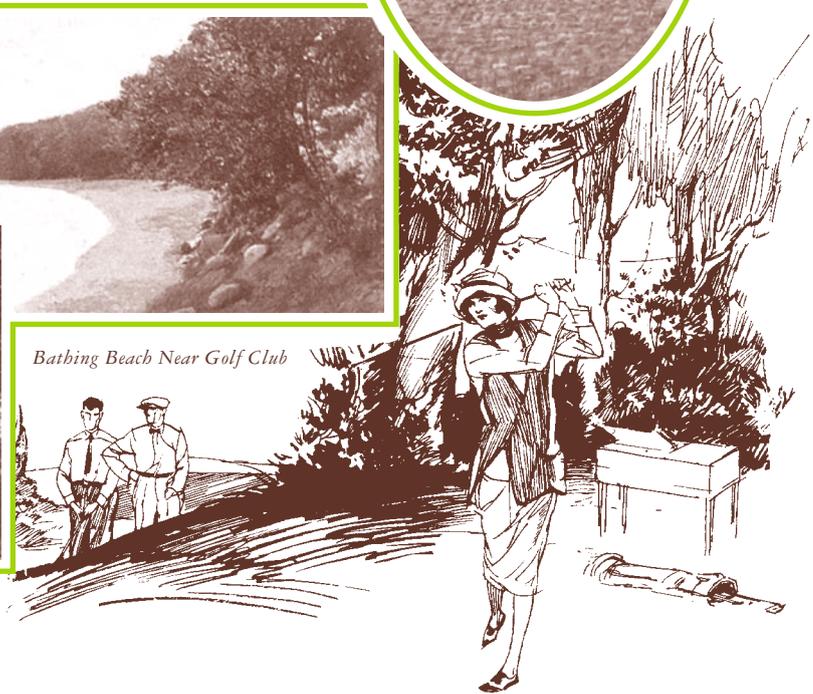
RESIDENTS OF LAWSONIA and their guests will enjoy the exclusive use of two excellent 18-hole golf courses. One is an extension of a famous 9-hole course which has tried the skill of many noted players. The other, now under construction, will be ready for play in 1927. The existing Club House, equipped with showers, kitchen and other club conveniences, is close to a sandy bathing beach, permitting the golfer to finish his game with a cooling plunge. Two other beaches as well as a tiled pool will be provided. Swimming may be enjoyed at Lawsonia from June 1st to October 15th.



The Golf Club



Bathing Beach Near Golf Club



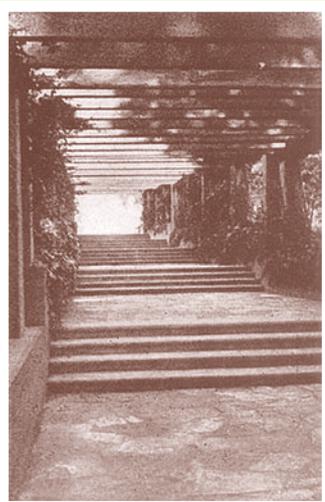


FIVE HUNDRED ACRES—nearly half of Lawsonia—have been set aside for recreational purposes. Among them are seven acres of well-rolled, satiny lawn where children can romp in the glories of sunshine and fresh air, free from the restraint of city life. Two large playgrounds, equipped with slides, swings, sand piles, seesaws and wading pools, are among the provisions which Lawsonia is making for the welfare and enjoyment of your little ones.



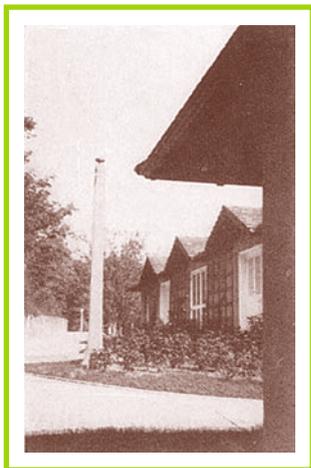


ARCHITECTURAL and natural beauty are pleasingly combined in The Pergola, destined to become one of the social centers of Lawsonia. It overlooks the yacht harbor, the dancing casino and one of the three bathing beaches. Evenings at The Pergola, with silvery moonlight sifting through fluttering leaves and the yacht harbor dotted with fairy-like lights, will be among the joys of life at Lawsonia.





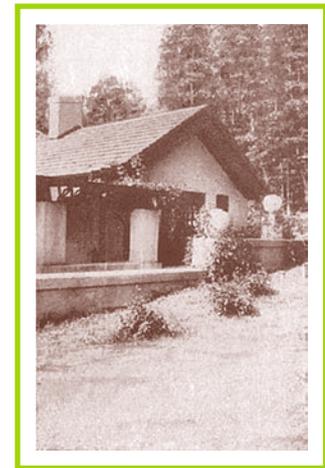
MUCH OF LAWSONIA already is lighted by attractive concrete standards similar to those along Lake Shore Drive, Chicago. The estate has its own modernly-equipped electric light and water pumping plants. Water is obtained from a natural, bubbling spring which yields 250,000 gallons daily, more than enough to supply every home on the estate. Telephone service is provided by the local telephone company.



Service Buildings



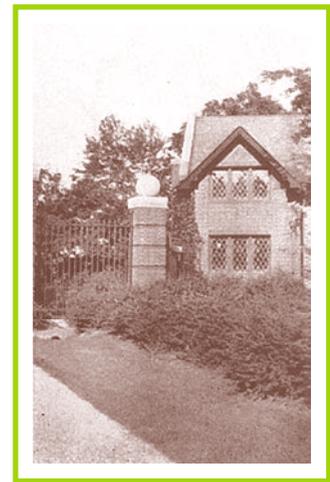
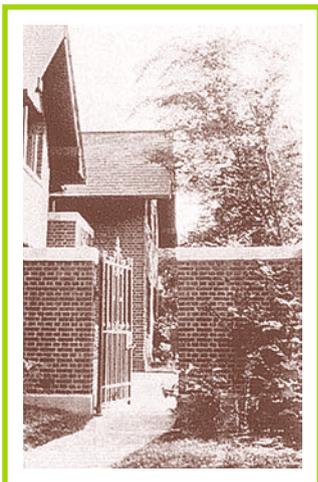
Electric Light Plant



Pumping Plant



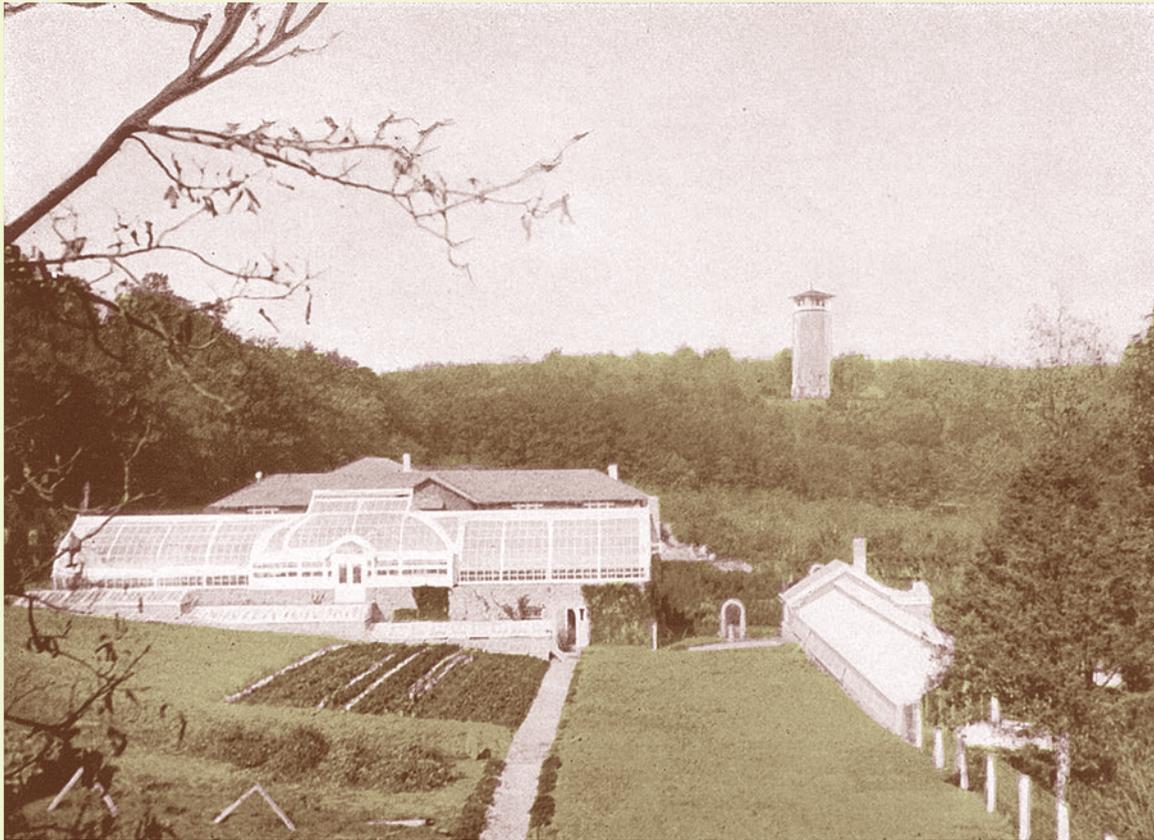
CAREFUL ARCHITECTURAL RESTRICTIONS assure the builder of a home in Lawtonia that it will be surrounded by others of equal charm. The Building Department is prepared to submit a wide variety of acceptable plans, and if desired will erect your home for you. Owing to its large-scale operations, the Building Department can construct a house for considerably less than you can do it yourself, thus saving you money as well as annoyance.





THE FARMS OF LAWSONIA are famed throughout the great dairy state of Wisconsin for their blooded cattle and the rich, pure milk and cream which they yield. For many years owners of neighboring summer estates have depended on the Lawsonia farms for their milk and cream supply. These farms are the last word in scientific management, and are equipped with every modern facility for the production of high-grade dairy products.





AMONG THE MANY DELIGHTS of Lawsonia is a colorful sunken garden rivaling that of any other estate or park in America. During the lifetime of Mr. Lawson, when the public was admitted on certain days, as many as 2,600 persons visited Lawsonia in a single day to see its garden, conservatory and other beauty spots. Each of these visitors gladly paid an admission fee of 25c, the proceeds being donated by Mr. Lawson to deserving charities.





Flower Garden

LAWSONIA'S WOODS teem with wild flowers. Every known bloom of the latitude can be found. During the 35 years of the estate's development, hundreds of thousands of narcissus, daffodils, jonquils, hyacinth, trillium and violets were planted in the woods. Some of the syringa bushes are fourteen feet high, and in the spring an avenue of lilacs half a mile long fills the air with an abundance of perfume. Lawsonia is an Audubon bird refuge, and no less than 127 varieties of feathered songsters have been observed.

Lilac Hedge



The Lily Pond

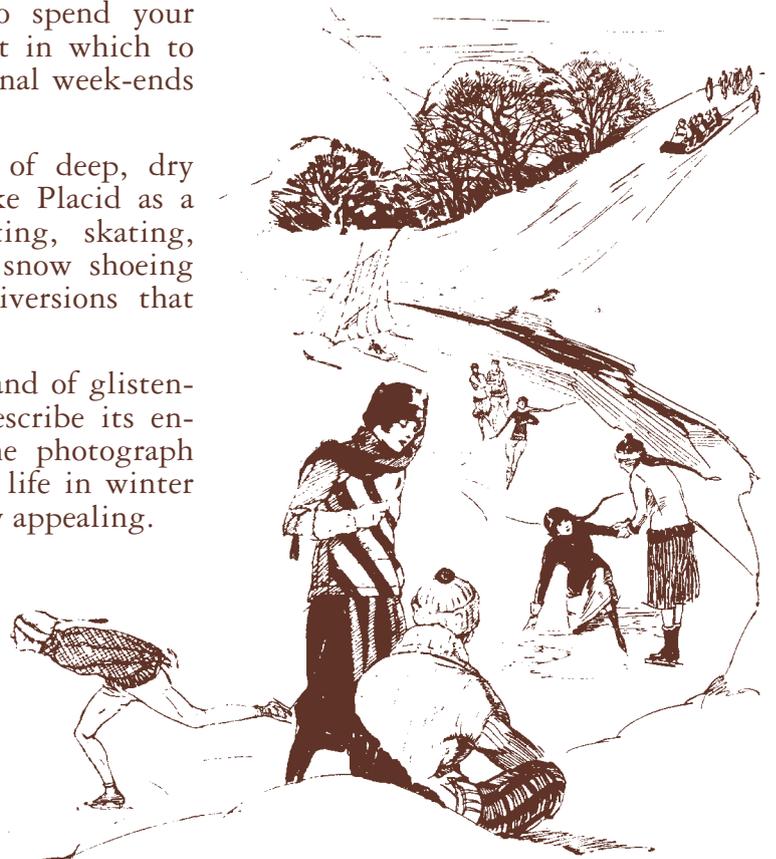


A Winter Playground As Well

LAWSONIA is not alone a place to spend your summers. It is a delightful spot in which to live the year 'round or spend occasional week-ends in the winter time.

Its winters, with their abundance of deep, dry snow, make it superior even to Lake Placid as a place for winter sports. Ice boating, skating, skate sailing, skiing, tobogganing, snow shoeing and ice fishing are invigorating diversions that may be enjoyed all winter long.

Lawsonia in winter becomes a fairyland of glistening ice and snow. Words cannot describe its enchanting beauty half so well as the photograph above. For those who enjoy outdoor life in winter as well as summer Lawsonia is doubly appealing.



PLAN OF OWNERSHIP



LAWSONIA has been divided into a number of smaller estates. These have been laid out to conform with the configuration of the land and the contour of the ever-winding roadways.

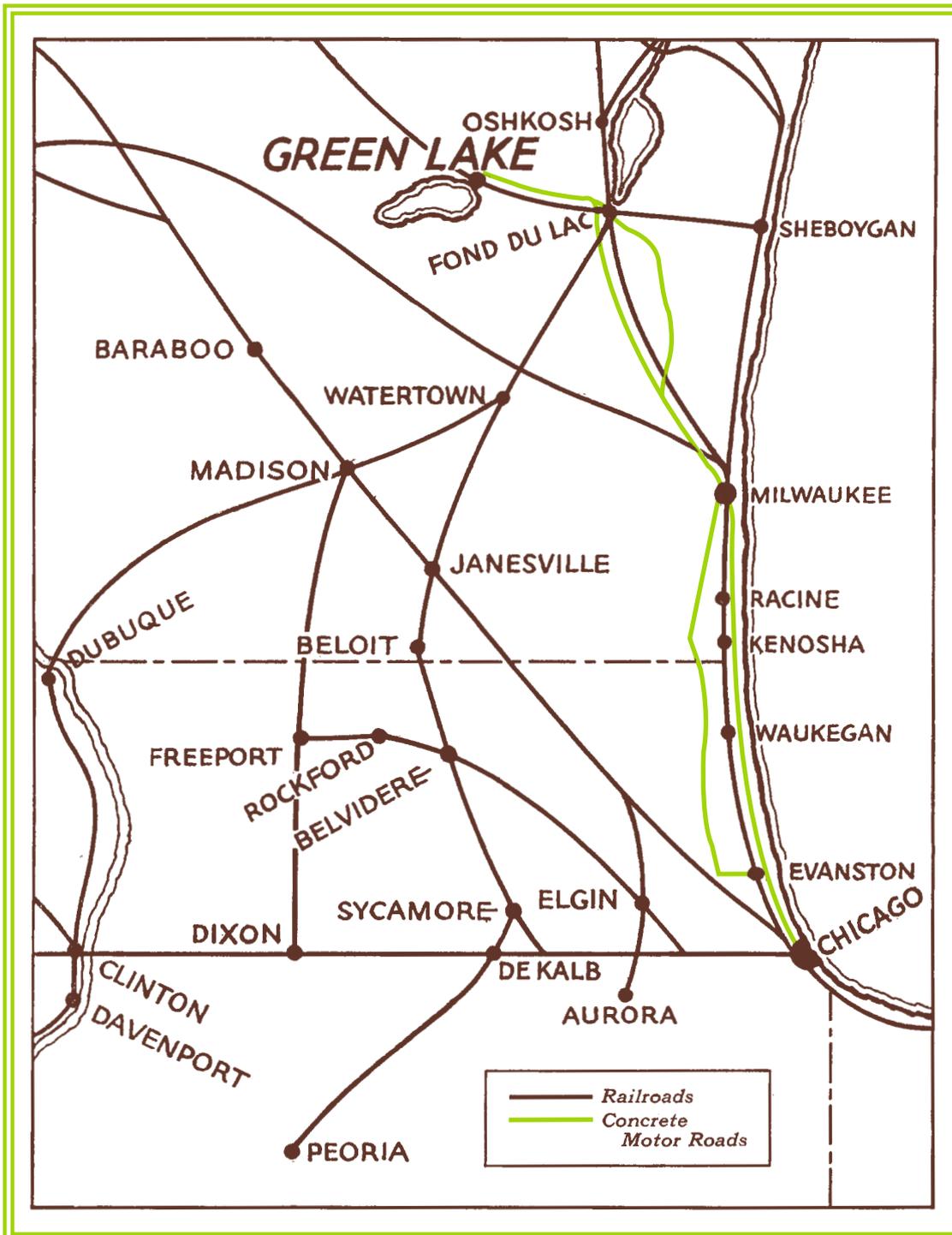
The permanent organization will be in the form of a country club, known as the Lawsonia Country Club, of which each purchaser of property will automatically become a member.

Memberships may not be transferred without the approval of the club's Membership Committee, thus preventing the re-sale of property to undesirable buyers.

The members of the Lawsonia Country Club will jointly own and maintain all community property within the estate, such as the yacht harbor, boat house, roads, parks, golf courses, club houses, tennis courts, bridle paths and bathing beaches.

An estate in Lawsonia, which carries with it a life membership in the Lawsonia Country Club, costs little or no more than a similar membership in almost any desirable club. Thus, at the cost of club membership alone, it is possible to establish a summer home in a famed country estate and at the same time enjoy the privileges of a country club which will be second to none in America.

Whether or not you are interested in buying, you are urged to visit Lawsonia and see its manifold beauties. You will find it a novel experience to visit one of the world's largest and most finely-developed country estates. Road maps and tickets of admission to the property will gladly be provided on request.

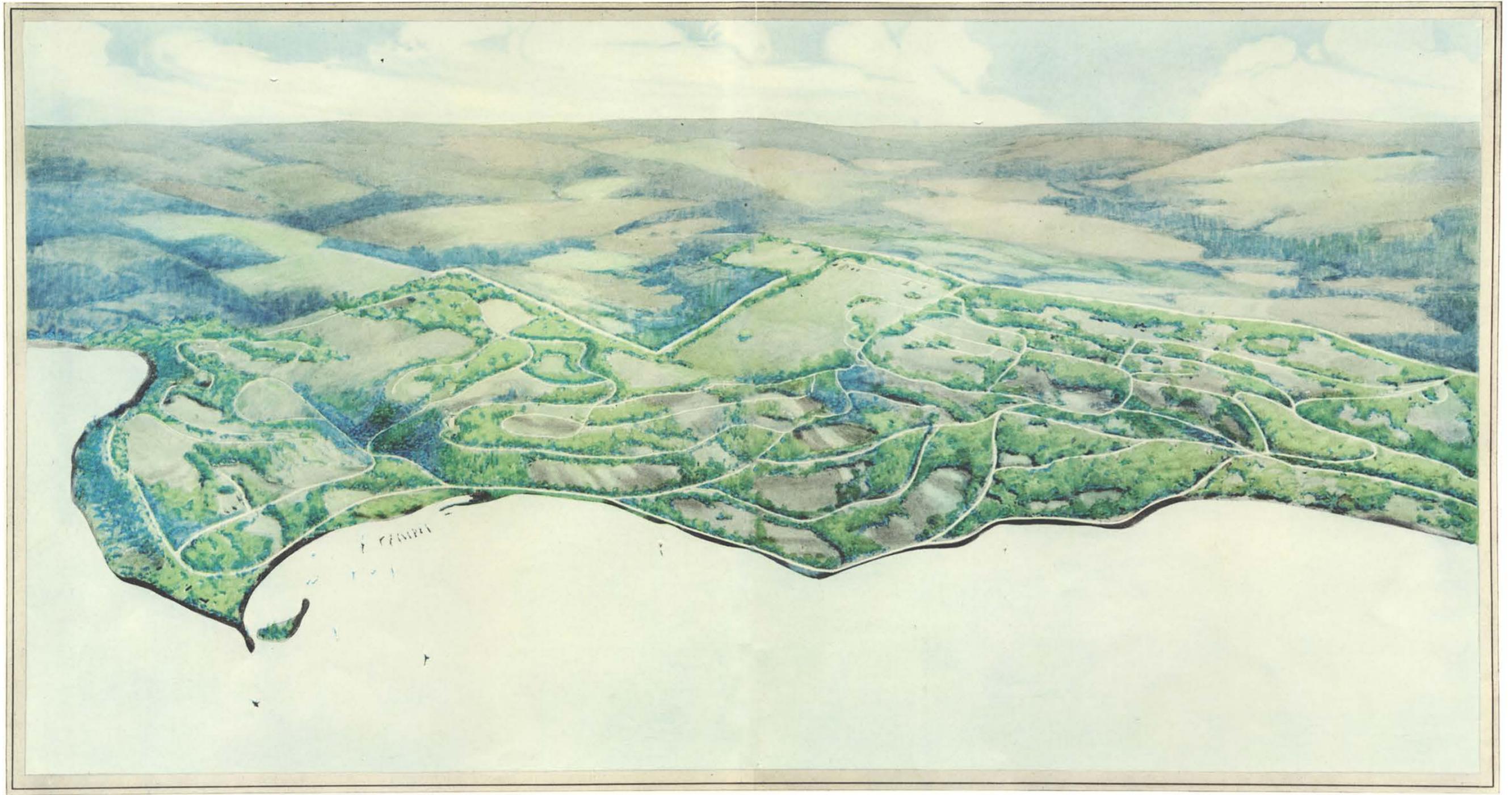


A CONTINUOUS concrete motor road connects Chicago with Law-sonia, which may be reached by a six-hour drive. Parlor and dining-car trains to the nearby village of Green Lake make the run in approximately five hours. This restful journey, just long enough to enjoy a good meal and your newspaper, seemingly eliminates the actual distance.

LAWSONIA CORPORATION
GREEN LAKE, WISCONSIN



H. O. STONE & COMPANY
EXCLUSIVE REPRESENTATIVES
6 NORTH CLARK STREET
CHICAGO



AERIAL VIEW OF BEAUTIFUL LAWSONIA, SHOWING ITS HUNDREDS OF ROLLING,
WOODED ACRES AND ITS MILES OF WINDING MACADAM ROADS

Painted, from photographs, by
MILES W. SATER

W. A. MERIGOLD, JR.
Architect